



To: Co- Chairs Cohen and Demicco and Members of the Environment Committee
From: American Beverage Association
Date: 3/6/2020
Re: S.B. 11, An Act Concerning the Reliability, Sustainability and Economic Vitality of the State's Waste Management System

Background

The American Beverage Association (ABA) is the trade association representing the non-alcoholic beverage industry. ABA represents hundreds of beverage producers, distributors, franchise companies and supporting businesses that employ more than 233,000 people across the country. Our industry provides jobs to nearly 3,000 Connecticut residents; these jobs are some of the best paid, highest benefit jobs available in communities to employees with and without college degrees, and many of them are union jobs. We are proud of our employees and how they and the companies they work for are involved in and give back to our communities.

ABA members offer consumers myriad brands, flavors and packaging choices and a full range of drink options including soft drinks in a wide range with many zero and low calorie beverages, ready-to-drink teas, bottled waters, water beverages, 100 percent juice, juice drinks, sports drinks, energy drinks and milk.

Commitments to Recycled Content Use

We support the spirit and intent of Governor's Bill S.B. 11, Sec. 3 and share the common goal of increasing the industry's use of recycled content in our packaging. We are designing our PET bottles to be 100 percent recyclable, including the caps, so that those bottles can be readily made into new bottles, as intended, or other consumer products. Coca-Cola, Keurig Dr Pepper, Pepsi and their franchise partners and distributors have made commitments to incorporate more recycled content into their package and reduce the use of virgin materials. We are working to get every bottle and can back to meet these ambitious goals and support a circular economy for our beverage containers.

Conclusions

The beverage industry in Connecticut supports the intent of this legislation and its aim for collaboration to achieve our common goal of increasing the use of recycled content in our packaging. We appreciate the opportunity to comment and look forward to working with the Legislature and Governor on this issue.